

Subregion: SOUTH Counties: MADERA, MARIPOSA, FRESNO, TULARE

Applicant: YOSEMITE SEQUOIA RESOURCE CONSERVATION AND DEVELOPMENT COUNCIL

Project Title: WELCOME TO THE FOOTHILLS: A GUIDE TO LIVING LIGHTLY IN ____ COUNTY

Reference Number: SNC 070312

- Conduct initial scoping for content to be included in the newly produced version for Tulare County;
- Make revisions, as necessary, to existing versions and reproduce for distribution;
- Produce 10,000 copies of the publication for each participating county;
- Distribute newly printed copies to appropriate organizations;
- Prepare electronic files of each version in anticipation of web publishing;
- Incorporate content about the Sierra Nevada Conservancy into each version in cooperation with Conservancy staff;
- To the extent possible, utilize environmentally preferable materials in producing the publications.

DETAILED PROJECT DELIVERABLES	TIMELINE
Initiate revisions to Madera, Mariposa, and Fresno County's existing versions	April 2008
Initiate development of Tulare County version	May 2008
Arrange printing services for reproduction	June 2008
Initiate gathering and organizing of new content for all versions	July 2008 – September 2008
Complete and submit six-month progress report to SNC	October 2008
Complete organization of content and finalize for all versions	October 2008 – March 2009

Complete and submit 12-month progress report to SNC	April 2009
Send all versions to printer for reproduction	April 2009
Convert files for all versions into internet format	May 2009 - July 2009
Finalize contacts for placements and begin distribution	August 2009
Complete and submit eighteen-month progress report to SNC	October 2009
Complete distribution of materials	October 2009 – January 2010
Final Report/Final Payment Request	March 2010

PROJECT COSTS

PROJECT BUDGET CATEGORIES	TOTAL SNC FUNDING
Editing/revision/reproduction of Madera, Mariposa, Fresno versions	\$30,000
Development and production of Tulare version	15,000
Administration	4,999
GRAND TOTAL	\$49,999

Letters of Support:

- Central Sierra Watershed Committee

Recommendation:

Recommend for funding at requested amount of \$49,999.

Project Summary
Proposition 84 Strategic Opportunity Grant, Category II
Yosemite/Sequoia RC&D
“Welcome to the Foothills, a Guide to Living Lightly in Eastern Madera, Mariposa, Fresno and Tulare Counties”

With the influx of new people moving to our area from urban settings, the Yosemite/Sequoia Resource Conservation & Development Council (Y/S RC&D) and its' many partners recognized a need to educate new residents about important natural resource issues affecting our rural foothill and mountain communities. Urban interface issues, and the need to reduce the threat of catastrophic fires to our communities, were key motivations for the Resource Conservation Districts, Tribal Governments, Fire Safe Councils, other environmental and community organizations, and the Y/S RC&D Council. Other key resource issues included degradation of water quality, reduced water availability, invasive non-native plants, soil erosion, human impacts on wildlife habitat, increasing numbers of conflicts with wildlife, declining forest health, and poor air quality. Critical social issues included: conflicts between neighbors, increasing insurance costs, growing fire suppression costs, and health care costs relating to asthma and lung problems.

To address these issues, the Y/S RC&D worked with partners to develop a handbook that introduced these critical issues in easy to understand terms, provided simple things that people could do to care for the resources on their property, and offered sources for additional information, as residents became interested and wanted to learn more. Topics include: What is a Watershed?, Water Conservation, Living with Wildlife, Fire Hazard Reduction, Identifying and Dealing with Invasive Weeds, Landscaping with Native Plants, Oak Woodlands Preservation, Coniferous Forest Management, Septic System Care, Preventing Erosion, and more. The Y/S RC&D was also committed to providing a template for others to use in developing similar information for different areas. This is how “Welcome to the Foothills, a Guide to Living Lightly in _____ County” was born.

“Welcome to the Foothills...” has been produced for Eastern Madera, Fresno and Mariposa Counties, and the demand is so great that supplies are dwindling rapidly. Brochures have been distributed to community members through local realtors, title companies, Fire Safe councils, land management agencies, Resource Conservation Districts, chambers of commerce, state and federal agency offices, visitors' bureaus and others.

The goals of this project are to: First, keep the existing brochures current and up to date by improving and updating the materials, and then re-print and distribute 10,000 more of the “Welcome to the Foothills...” booklets for each of the three counties that have already been covered. Second, develop and produce 10,000 Tulare County brochures. And third, convert the files for all four counties within the Y/S RC&D area (Mariposa, Madera, Fresno and Tulare) to a format that can be accessed via the world wide web.

The benefits of this project are many. The value of having informed citizens making positive contributions to environmental health in our area is priceless. Land owners are utilizing “Welcome to the Foothills...” to care for the resources on their property, providing the potential for widespread benefits to resources on a larger regional scale.

Total Project Cost: \$119,999.

This request: \$49,999.